

Muhammad Saad

Senior Product Designer

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SUMMARY

I am an end-to-end digital product designer specializing in full-stack design roles across web, mobile, and desktop platforms. By leveraging data-driven insights and product analysis, I enhance user retention and optimize the overall experience, seamlessly blending design and analytics to deliver impactful results.

EXPERIENCE

APIMatic.io | Senior Product Designer

2020 - PRESENT

- ◆ Led UX/UI design as a DX Designer for the Developer Experience Portal, increasing user retention by **73.33%** and improving onboarding completion rates by **30.38%**. Leveraged data-driven insights from **Mixpanel** and **Microsoft Clarity** to enhance user engagement, serving global developers and enterprise clients like **PayPal, Worldpay, Verizon, Foxit, Maxio, FortisPay, Boku, ThoughtSpot, GreenByte, PostNL**, and **PayQuicker** across 178+ countries.
- ◆ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Atomic Design System**. The system included design tokens, components, theming, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI), Analytics Dashboard, API Editor, Developer Experience Portal, SDK Widget, Code Validator, and Guided Walkthroughs**.

Synergy-IT | Senior UX Designer

2019 - 2020

- ◆ Led the end-to-end UX/UI design for SpeekIO recruiting product. Implemented and created a design system for mobile app product CubiVue.
- ◆ Produced HTML+CSS for enterprise web portals in an agile environment.
- ◆ Worked closely with developers to implement designs as SaaS web apps.

Ibex Group of Companies | Apps Design Specialist

2019 - 2020

- ◆ Produced UI for the mobile apps (Android, iOS) & web.
- ◆ Worked on multiple app products and produced concept design documents, wireframes & mockup in an agile environment.

SKILLS

Design Strategy | Design Thinking | Design Systems | Figma | Adobe XD | HTML/CSS | Bootstrap | WordPress
Microsoft Clarity Mixpanel | Autopilot | Agile/Scrum | HubSpot | Research | GitHub

CERTIFICATIONS

The Interaction Design Foundation

Design Thinking: The Beginner's Guide | Human-Computer Interaction HCI | UI Design Patterns for Successful Software | Mobile UX Design | Information Visualization: Getting Dashboards Right | Dynamic User Experience: Design and Usability | The Ultimate Guide to Visual Perception and Design

EDUCATION

MSc. Project Management | University of Engineering and Technology (UET) Taxila